

## Ingredients:

Caffeine  
Guarana  
Glucuronolactone  
Taurine  
Wormwood  
Other Stimulants,

**plus alcohol**



# Alcoholic Energy Drinks

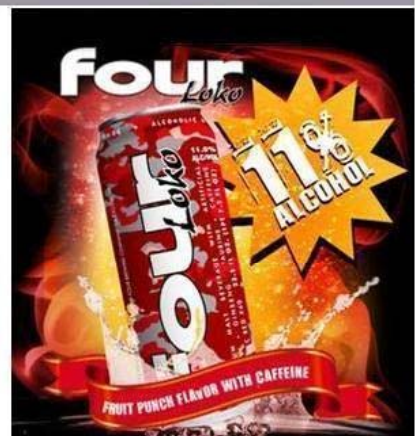


Alcohol content: 6%-12%  
Container Size: 12-23.5 ounces

A 23.5 ounce container with 12% alcohol contains more alcohol than 4 cans of beer plus a heavy dose of caffeine and other stimulants!

### *The Problem:*

- The mixture of a depressant (alcohol) and a stimulant (such as caffeine) can lead to serious health and safety issues.
- This dangerous mix can create a "wide awake drunk" - someone who is intoxicated but does not feel it and who, as a result, may engage in risky behavior such as driving under the influence. Inexperienced, young drinkers are the most vulnerable to these risks.
- Alcoholic energy drinks (AEDs) build on the popularity of non-alcoholic energy drinks among young people, using similar marketing appeals, website designs, and packaging. In many stores, the two products are side by side.
- Law enforcement officers, teachers, parents, and even retail clerks have difficulty distinguishing AEDs from non-alcoholic energy drinks. The packaging and marketing makes it much easier for young people to purchase and consume AEDs without being detected. And they are usually cheaper than their non-alcoholic cousins.



### *Sample Prices:*

| Alcoholic                              | Non-Alcoholic                        |
|--|--------------------------------------|
| Joose: \$2.59<br>(23.5 oz-\$11/oz)     | Redbull: \$3.59<br>(16.6 oz-\$22/oz) |
| Four Loko: \$2.59<br>(23.5 oz-\$11/oz) | Monster: \$2.39<br>(16.6 oz-\$22/oz) |

